

UNITED STATES DISTRICT COURT  
FOR THE DISTRICT COURT OF MASSACHUSETTS

_____	)	
FRED DEN, individually and on behalf of	)	
all others similarly situated,	)	
Plaintiff,	)	
	)	
v.	)	Civil Action No. 03-12211DPW
	)	
KAREN A. WALKER, EDWARD H. SNOWDEN	)	
and BOSTON COMMUNICATIONS GROUP,	)	
INC.,	)	
Defendants.	)	
_____	)	

**AFFIDAVIT OF LISA CAMERON, ESQ. IN FURTHER SUPPORT OF DEFENDANTS'**  
**MOTION TO DISMISS THE AMENDED CONSOLIDATED CLASS ACTION**  
**COMPLAINT**

COMMONWEALTH OF MASSACHUSETTS

COUNTY OF SUFFOLK

I, Lisa Cameron, Esq., hereby depose and state the following:

1. I am an attorney with the firm of Hale and Dorr LLP, counsel to the Defendants in the above-captioned action. I am a member in good standing of the Bar of the Commonwealth of Massachusetts, and I submit this Affidavit in connection with Defendants' Memorandum in Support of Their Motion to Dismiss the Amended Consolidated Class Action Complaint, filed herewith.

2. Attached hereto as Exhibit 1 is a true and correct copy of an excerpt from Boston Communications Group, Inc.'s ("BCGI") March 31, 2003 Form 10-Q.

3. Attached hereto as Exhibit 2 is a true and correct copy of the February 6, 2003 First Analysis report on BCGI.

4. Attached hereto as Exhibit 3 is a true and correct copy of the April 24, 2003 First Analysis report on BCGI.
5. Attached hereto as Exhibit 4 is a true and correct copy of the July 16, 2003 press release entitled "Boston Communications Group Reports Earnings for the Second Quarter of 2003."
6. Attached hereto as Exhibit 5 is a true and correct copy of the transcript of BCGI's July 16, 2003 conference call.
7. Attached hereto as Exhibit 6 is a true and correct copy of the April 16, 2003 press release entitled "Boston Communications Group Reports Earnings for the Second Quarter of 2003."
8. Attached hereto as Exhibit 7 is a true and correct copy of the April 17, 2003 Morgan Keegan report on BCGI.
9. Attached hereto as Exhibit 8 is a true and correct copy of Fisher v. SpecTran Corp., No. 99-12359-NG, slip. op. (May 31, 2001).
10. Attached hereto as Exhibit 9 is a true and correct copy of In re Art Tech. Group, Inc. Sec. Litig., C.A. No. 01-11731-NG, slip. op. (Sept. 4, 2003).
11. Attached hereto as Exhibit 10 is a true and correct copy of the transcript of BCGI's April 16, 2003 conference call.
12. Attached hereto as Exhibit 11 is a true and correct copy of an excerpt from BCGI's December 31, 2002 Form 10-K.
13. Attached hereto as Exhibit 12 is a true and correct copy of the June 12, 2003 Raymond James report on BCGI.
14. Attached hereto as Exhibit 13 is a true and correct copy of In re Allaire Corp. Sec. Litig., No. Civ. A. 00-11972-WGY, Sept. 25, 2001 Hearing Transcript.

15. Attached hereto as Exhibit 14 is a true and correct copy of the Form 4 filings made with the SEC on behalf of Defendant Edward H. Snowden.

16. Attached hereto as Exhibit 15 is a true and correct copy of In re Chipcom Corp. Sec. Litig., No. 95-1114, slip op. (D. Mass. April 29, 1996).

I declare under the penalty of perjury that the foregoing is true and correct.

Executed on May 10, 2004.

/s/ Lisa M. Cameron  
Lisa Cameron, Esq.

**CERTIFICATE OF SERVICE**

I, Lisa M. Cameron, hereby certify that on May 10, 2004, I caused a copy of the foregoing document to be served by overnight mail to counsel who are not listed to receive service electronically.

/s/ Lisa M. Cameron

Lisa M. Cameron